

MINUTES ADOPTED BY CITY COUNCIL

Greenville, NC
August 22, 2005

The Greenville City Council met in a regular meeting on the above date at 6:00 PM in the City Council Chambers, third floor of the Municipal Building, with Mayor Robert D. Parrott presiding. The meeting was called to order, followed by the invocation by Council Member Dunn and the pledge of allegiance to the flag. The following were present.

Mayor Robert D. Parrott
Mayor Pro-Tem Ric Miller
Council Member Mildred A. Council
Council Member Ray Craft
Council Member Pat Dunn
Council Member Chip Little
Wayne Bowers, City Manager
Wanda T. Elks, City Clerk
David A. Holec, City Attorney

COUNCIL MEMBER ABSENT: Council Member Rose H. Glover

APPROVAL OF AGENDA

Motion was made by Mayor Pro-Tem Miller and seconded by Council Member Little to approve the agenda as presented. Motion carried unanimously.

PRESENTATION ON PITT COMMUNITY COLLEGE MASTER PLAN

Dr. Dennis Massey, President of Pitt Community College, gave a presentation on the Pitt Community College Master Plan.

RESOLUTION AMENDING THE CITY OF GREENVILLE RESIDENCY POLICY – ADOPTED

Motion was made by Council Member Craft and seconded by Council Member Little to adopt the resolution amending the City of Greenville residency policy for Police and Fire/Rescue personnel and the City's management team. Motion carried unanimously. (Resolution No. 05-52)

DISCUSSION OF CENTER CITY REVITALIZATION PLAN

Mr. Merrill Flood, Director of Planning and Community Development, stated that the Center City Revitalization Plan is being presented as an information item. This planning process began about a year and half ago. The Planning and Zoning Commission conducted a public hearing in June for the Center City Revitalization Plan and the West Greenville Redevelopment Plan. After

a number of comments raised by the West Greenville Focus Group at the meeting, the Center City-West Greenville Revitalization Plan was separated, because there are two functional portions of the Plan. The Center City-West Greenville Revitalization Plan was separated to allow staff the opportunity to address concerns raised by the Focus Group and to bring the West Greenville plan back to the City Council at a future date. However, because the Center City portion of the Plan had very few areas of concern, it was felt that it was best to bring that portion of the Plan forward. At the July meeting, the Planning and Zoning Commission recommended approval of the Center City plan. Last week, the Redevelopment Commission approved the required resolution recommending approval of the plan. The Center City Revitalization Plan will come back to the City Council for approval and consideration at the September meeting. It was felt that because this plan has a number of detailed recommendations, that time would be best spent giving the City Council an opportunity to hear the recommendations on the Center City Revitalization Plan directly from the staff, Redevelopment Commission, and the consultant. This will allow the City Council to ask questions in advance of its consideration in September. The Redevelopment Commission, as well as the consultant and staff, has been very involved with the Plan and spent countless hours working to bring this plan forward. It is believed that they will successfully meet with the West Greenville Focus Group and address a number of issues and concerns that they have raised regarding the West Greenville Revitalization Plan and bring that plan back to the City Council for consideration at a future meeting.

Mr. Andy Harris, Redevelopment Plan Special Projects Coordinator, summarized the update, background, historical overview, and public involvement of the Center City – West Greenville Revitalization Plan.

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Center City - West Greenville Revitalization Plan

A Selected History of the Plan Development Process

- In March 2002 City Council requested that the Planning and Zoning Commission consider if there were blighted areas in the City.
- On April 16, 2002 The Planning and Zoning Commission held a public hearing regarding blighted areas and made this information known to City Council.
 - In May 2002 City Council voted to hold a public hearing at their June 13 meeting on the creation of a redevelopment commission.
 - In June 2002 City Council voted and approved an ordinance for the creation of a redevelopment commission.
- In June 2002 the Secretary of State issued a “Certificate of Incorporation of the Redevelopment Commission of Greenville”.
- In November 2002 City Council appointed members to serve on the Redevelopment Commission.
- In December 2002 the first Redevelopment Commission meeting was held.
- In March 2003 the Redevelopment Commission approved Bylaws and Goals.
- In July 2003 proposals were received for the preparation of the Center City Revitalization Plan.

- In November 2003 a contract was entered into between the Redevelopment Commission and DesignStrategies, LLC for the preparation of the Center City Revitalization Plan.
- In January 2004 a Stakeholders Meeting was held at Sheppard Memorial Library Meeting Room and was conducted by Ken Betsch of DesignStrategies, LLC. The meeting was advertised and open to the public and had approximately 75 people in attendance. The purpose of the meeting was to gather input from citizens for the development of the Center City Revitalization Plan. Information was collected under a number of headings such as: Opportunities, Constraints, Threats, Strengths, Goals, etc.
- In February 2004 Ken Betsch attended a Redevelopment Commission meeting and reviewed the information collected at the Stakeholders Meeting. Later the same day Mr. Betsch attended a meeting with citizens held at the Eppes Center. There were approximately 70 people in attendance. Mr. Betsch provided information about the Center City Revitalization Plan, timeframes and how it relates to the 45-Block Revitalization Program funded under the Community Development Block Grant Program.
- In March 2004 Mr. Betsch conducted a “West Greenville Neighborhood Leaders” meeting at the Eppes Center. Mr. Betsch and his consulting staff described the efforts to date on the development of the Center City Revitalization Plan and concentrated on the Economic and Market Analysis Study. Comments were provided by those in attendance.
- In April 2004 Mr. Betsch conducted a meeting with representatives from the City of Greenville, Greenville Utilities Commission and East Carolina University. The purposes of the meeting were to explain the planning process to those who may not be familiar, to go over the first draft of a Redevelopment Plan Map, to gather input from those in attendance and to refine the plan boundaries. Approximately 20 people attended. The draft map was handed out and follow up meetings were scheduled for the following week.
- In June 2004 Mr. Betsch attended a meeting on Greenville Downtown Parking Needs Assessment update being prepared by Carl Walker, Inc. The purpose of the meeting was to discuss parking demand and the viability of a parking structure in the downtown area.
- In July 2004 Mr. Betsch and Don Edwards met with city staff to discuss economic development topics related to the planning effort as well as coordinating other activities and needs related to the plan.
- In July 2004 Mr. Betsch, Mayor Parrott and Don Edwards met with ECU Chancellor Steve Ballard and Vice Chancellor Bill Shelton. The purpose of the meeting was to discuss specific projects under the Center City Revitalization Plan as they relate to ECU. On the same day Mr. Betsch met with city staff to discuss site locations for various potential projects including parking decks, hotel/alumni center, science center, multi-modal transit hub, Dickinson retail node/market, mixed use neighborhood, schools, etc.
- In July 2004 another meeting was held by Mr. Betsch, Mayor Parrott and Don Edwards with Chancellor Ballard and other ECU officials to continue discussions on potential revitalization projects such as a hotel/alumni center, a performing arts center, uptown parking garage, uptown housing and the general need for space by the University.
- In August 2004 Mr. Betsch and Mr. Holland attended the Redevelopment Commission meeting. They discussed the plan maps and entertained questions from the commission. Mr. Holland described the area that meets the “redevelopment area” requirements of the NC General Statutes. Only the expanded 45-Block Area of West Greenville meets the requirements. Uptown Greenville does not meet the requirements as a “redevelopment area”.
- In September 2004 Mr. Betsch and Mr. Holland attended the Redevelopment Commission meeting. They presented a draft copy of the Center City — West Greenville Revitalization

Plan (*previously known as the Center City Revitalization Plan*). They briefly went through the five chapters of the plan and entertained questions. The draft plan did not include any information on implementation and funding, as that section had not been completed. The next day Mr. Betsch met with planning staff to discuss zoning patterns as they relate to the plan.

- In November 2004 Mr. Betsch attended the City's Department Head meeting and gave a presentation on the plan. Also invited to the meeting were representatives from ECU, Pitt County, GUC and Pitt County School System. However neither Pitt County nor the School System sent representatives to the meeting. Some concern was expressed about a parking deck along Dickinson near the entrance to the library. After the department head meeting Mr. Betsch met with city planning staff and a conference call was held with Mr. Cliff Henry who prepared the economic and market analysis of the plan. Concern was expressed about conflicting data, math errors and the like with the work that Mr. George had prepared. Mr. George agreed to rework the problem parts of the analysis.
- An Open House Meeting was held at 7PM on November 9, 2004 at the Eppes Recreation Center. Mr. Betsch and Mr. Holland explained the plan and entertained questions. Approximately 50 people were in attendance. Questions were asked about properties being acquired and there was some fear by homeowners that their property would be taken. It was emphasized that every effort would be taken to retain all homeowners and to make some renters homeowners as well. There was concern that homes would be lost along Farmville Boulevard as part of the 10th Street Connector Project. It was explained that the 10th Street Project will be an NCDOT project and the alignment has not been determined. It was pointed out that the plan is a draft and subject to change based on comments received. After the meeting people were invited to walk up to the maps and concept drawings, ask questions and offer comments.
- A second Open House Meeting was held the next night, November 10, at Sheppard Memorial Library. A similar presentation was given to approximately 95 attendees. Comments were made against the location of a parking deck along Dickinson Avenue, near the library entrance. A property owner that had recently renovated a building on Dickinson was upset that his property was shown as deteriorated and subject to acquisition. It was explained that the plan is a draft and adjustments would be made. As in the previous night's meeting people were invited to review the maps and concepts drawings, ask questions and offer any comments.
- In December 2004 Mr. Betsch and Mr. Holland attended the Redevelopment Commission meeting. They went over portions of the plan. The Commission debated a number of topics pertaining to the plan. This was in response to the comments received from the Open House Meetings, from citizens and from Commission members. After discussion on each topic the Commission voted. Each vote was unanimous. This gave consultants direction on a number of changes that would be needed to the draft.
- In February 2005 Mr. Betsch attended the Redevelopment Commission Meeting. He explained Chapter 5 (Financing and Implementation) of the plan. The Commission asked that some changes be made to the chapter and Mr. Betsch concurred. With the changes the Commission accepted the plan and scheduled a public hearing to be held on March 22.
- On March 22, 2005 the Redevelopment Commission held a public hearing on the Redevelopment Plan for the West Greenville Certified Redevelopment Area and The Center City Revitalization Plan. Mr. Don Edwards, Chairman of the Redevelopment Commission, gave an overview of the history of the plan development process and then turned the

presentation over to Mr. Betsch who went chapter by chapter through the plan. Mr. Betsch used a “power point” presentation to show maps and conceptual drawings to illustrate the plan. After the presentation the public was invited to ask questions and make comments. People spoke in support of the plan and against portions of the plan.

- In May 2005 the Redevelopment Commission approved the plan and forwarded it to the Planning and Zoning Commission for a public hearing and certification to be held on June 21, 2005. The Redevelopment Commission met several times during April 2005 to consider comments from the public. A number of changes were made to the plan. (A listing of some of the considerations is attached.)
- On June 21, 2005 the Planning and Zoning Commission conducting a public hearing on the Redevelopment Plan for the West Greenville Certified Area and the Center City Revitalization Plan. Mr. Ken Betsch presented the two plans and then the floor was opened for comments. Mr. Ozie Hall provided copies of a document to P&Z members entitled “West Greenville Focus Group Community Response to The Center City - West Greenville Revitalization Plan”. The Planning and Zoning Commission asked staff to meet with the Focus Group to discuss their concerns with the West Greenville Plan. No action was taken on either plan.
- On July 19, 2005 the Planning and Zoning Commission favorably recommended approval of the Center City Revitalization Plan. (The Redevelopment Plan for the West Greenville Certified Area will go back to the Planning and Zoning Commission after sufficient discussions and considerations have occurred between staff and the Focus Group.)
- On August 16, 2005 the Redevelopment Commission approved a resolution to forward the Center City Revitalization Plan to City Council for consideration.
- On August 22, 2005 Mr. Ken Betsch presented an overview of the Center City Revitalization Plan. This was an informational presentation and no action was required at this meeting. With City Council approval the plan will be scheduled for a public hearing on September 8, 2005.

It is important to point out that a number of meetings pertaining to the planning effort were held between March 2003 and February 2005 in the West Greenville area. Fourteen meetings were held during the development of the 45-Block Revitalization Program planning process, which now has been expanded and is referred to as the West Greenville Certified Redevelopment Area Plan. The Center City Revitalization Plan area does not meet the statutory requirements for a blighted area and, therefore, public hearings are not required. However, in order to allow the same review and public participation process, public hearings have been scheduled for the Center City Revitalization Plan.

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Upon being asked whether discussions for the Redevelopment Plan for the West Greenville Certified Area have started or if they are taking place now, Mr. Harris responded that those discussions are ongoing now with the Focus Group. Several meetings have already occurred. The Focus Group has sent in a number of different items that they want staff to review. Staff has gotten back with the Focus Group and discussed those issues. This process is still ongoing. As soon as they can get to a reasonable conclusion on those comments and requests, then they will go back to the Planning and Zoning Commission.

Upon being asked how much time that will take, Mr. Flood responded that it could go from six weeks to three months.

Mr. Don Edwards, Chair of the Redevelopment Commission, thanked the City Council for having the foresight to establish a Redevelopment Commission and for its unwavering support through the process. He thanked the staff, Redevelopment Commission, and consultants. The Center City Plan is ready to go. On the West Greenville Plan, they still have some work to do. The Focus Group was at the last Redevelopment Commission meeting, and its leader, Ozie Hall, was there. The Group has come up with some legitimate concerns. There are 52 concerns and staff has already addressed those concerns in depth. He feels that they can work out all of these problems and they could have a good Redevelopment Plan that will be a great asset to our City and a benefit to all of our citizens.

Mayor Parrott thanked Mr. Edwards for chairing the Redevelopment Commission and for all the efforts that he put forward.

Mr. Ken Betsch of Betsch Associates delineated the Center City area on a map and stated that some of the things that they looked at first when going through the planning process were traffic patterns, land use patterns, zoning, crime rate, utilities, and public feedback. When looking at the urban core, the downtown area is served by a couple of one-way pairs, with the heart of the downtown area being Evans Street. They had heard a lot of discussions that East Carolina University really needs to expand. The expansion could not go to the north or east, and Tenth Street formed a real barrier to try to expand the University to the south. The logical conclusion was that the University needed to grow to the west. It just so happened that coincided with some areas where the land was underutilized. An opportunity began to leverage public/private projects with the growth of the University and private funding or city projects that could be put in place so that they created real true partnerships, and true partnerships are what make things happen. Their goal in this whole process is to make things happen. Just the activity and publicity plans have changed the perception of the downtown. People are looking very strongly to invest in the area because there is a lot of attention being paid to the downtown area.

Mr. Betsch stated that they also looked at several key intersections along the southern edge of this core area along Tenth Street that they really want to emphasize as gateways into the downtown. One of the gateways is coming in on Evans Street, which goes right to the heart of the retail core. It seemed logical that was the appropriate place to create the entrance to the downtown. As they looked at the University and its potential to expand to the west, what it told them is to deemphasize what was going on with Charles and Cotanche Streets. They did want to put a little more emphasis on the Evans Street connector. There has been a lot of discussion about the Dickinson Street Corridor. One of the goals of the Plan is to try as much as they can to maintain that corridor, understanding that there will be some changes in that area. One of the goals at that particular intersection is to create a grade separation between the traffic on Tenth Street and the railroad so that emergency vehicles can get back across and not be blocked in that area.

Mr. Betsch stated that part of the public feedback process was to create a mission statement with bits of information from public feedback and members of the Redevelopment Commission. The mission statement for the overall Plan is "To assure that Greenville, North Carolina is a better

place to live, raise a family and do business while improving the safety, security, image, and economic vitality of the urban core and the neighborhoods of West Greenville”. That is still the goal of the plan today.

Mr. Betsch stated a city is either spiraling upward or downward. Basically the concept of quality of life helps to create additional economic growth. When there is additional economic growth, the monies are there to provide additional services. Once those additional services are provided, the quality of life goes up. As positive things start happening, then the spirals move upward. If those things do not happen, then things begin to spiral downward. When he first came to Greenville several years ago, he could see that Greenville was starting to spiral upward at a very slow pace. He can see now that Greenville is spiraling upward and the pace has really quickened. They want to get this plan approved and move forward with some other positive steps that will again increase the pace.

Mr. Betsch stated that a physical redevelopment plan can create social economic improvement by laying the foundation for new and improved schools, creating and expanding cultural resources, developing new employment opportunities, forging new partnerships to improve education, health care and employment, bringing about physical change to eliminate blight and to improve safety and livability, and developing affordable housing for rental and ownership. One of the things that really helps a downtown is to have good housing there to bring more body heat to the area. As a result of all that public feedback, they received a number of comments about what needed to be done with the urban core.

- Leverage Large Attractions to Downtown
- Create a Mixed Use Development with a Hotel
- Develop New Entrance on Evans Street with Streetscape
- Increase Amenities, Green Space, Pedestrian Walkways
- Establish and Enforce Design Guidelines
- Create Residential Opportunities Downtown (University Housing along Reade Street, Upscale Condos around the Town Common)
- Create Linkages to University and Neighborhoods
- Develop Parking Garages for Key Projects
- Improve Infrastructure (Crosswalks, Utilities Underground, Curb and Gutter, Lighting, Landscaping)

Mr. Betsch explained that they wanted to get more people downtown so that other businesses there could be more successful. They wanted to create a mixed-use development with a hotel, which is one of the needs for both the University and the City. It is also necessary to push the Center City forward. They talked about the new entrance on Evans Street with streetscape improvements. They wanted to create amenities, green space, and pedestrian walkways. They want to establish and enforce design guidelines, which are very important. Design guidelines help to maintain a certain standard and level of quality in order to protect the investment for future investors in the urban core.

Mr. Betsch explained further that there is an opportunity for some University housing as a potential use of some of the University property along Reade Street. Upscale condominiums along the Town Common give the potential to create more body heat in the downtown area.

They wanted to create positive linkages to the University and to the neighborhoods. There are neighborhoods on either side of the downtown to use by creating additional housing in the downtown so that those neighborhoods feel like they are part of the downtown. Also, people can walk to the facilities and amenities in the downtown. In the future, they want to develop parking garages for key projects, which will be used as another enticement to get developers to develop larger projects in the downtown. They want to improve the infrastructure to make sure that crosswalks, underground utilities, curb and gutter, lighting, and landscaping are all there. The quality of those types of infrastructure improvements can have more to say about how the downtown feels than the building themselves. The list goes on including:

- Develop a Critical Mass/Cluster Like Uses
- Establish Key Parcels for Development
- Develop a Master Plan for County Facilities
- Develop Strong Recruitment and Retention Program For Downtown Merchants
- Focus Development on Evans Street in Retail Core
- Cluster Night Time Activities into an Entertainment District
- Develop “Golden Handcuffs” (Financial Incentives) for Office Users
- Implement Financial Incentives For Downtown Investment

Mr. Betsch explained that they want to develop a strong recruitment retention program for downtown merchants. The City wants to attract new people; however, the most important thing is to keep the people happy that the City has. They wanted to cluster nighttime activity in an entertainment district along Dickinson Avenue. They wanted to create incentives for people to want to stay and create enticements to keep office users and to attract more office users toward downtown.

Mr. Betsch summarized the conclusions of the market feasibility study.

- Latent demand for about 60,000 square feet of convenience goods and 70,000 square feet of shoppers goods in the downtown market.
- Support for about 144,500 square feet of entertainment space
- Catalytic Center projects include the proposed hotel/alumni center, improvements to the Town Common, the Dickinson Avenue entertainment district, and the performing arts center.

Mr. Betsch stated that as they looked at the Revitalization Plan and got the public input, their basic objectives came down to the following.

- Maximize vehicular and pedestrian access to the Center City
- Continued present land use with emphasis on mixed use developments
- Define the boundaries of downtown to connect to the residential areas east and west of the Center City
- Improve image of Center City by elimination of non-conforming uses
- Promote joint opportunities for quality development to enhance the identity of the City of Greenville and East Carolina University
- Maintain small town character and limit large scale development to major activity nodes
- Increase the amount of open space and emphasize public access to the Town Common

- Increase night and weekend activity in the downtown

Mr. Betsch summarized their traffic and parking recommendations for the Center City plan.

- Complete the Tenth Street Connector
- Improve key Tenth Street Corridor intersections
- Reestablish Evans Street as the major route into the Center City
- Deemphasize Dickinson Avenue as a major entrance into the Center City
- Establish potential locations for additional surface parking including the reduction in width of First Street and on Reade Street
- Land bank property for future parking structures
- Improve pedestrian circulation systems in the downtown

Mr. Betsch stated that the intersections of the Tenth Street corridor are very important because those are ways to let people coming in from the south really see these entrances to the downtown. They did want to establish Evans Street as a major route into the Center City and deemphasize Dickinson Avenue as a major entrance to the City. However, because of the size and scale of that street and amount of traffic the Center City would bring in, other avenues are more appropriate as major entrances to the downtown. In regards to potential locations for additional surface parking in the downtown, one of the things that they talked about was reducing the width of First Street as a way of gaining almost 200 plus spaces. A parking problem in the downtown is a good thing. There will be the ability for land banking property for future parking structures as the density increases. Improving the pedestrian circulation system will allow people to come downtown and think of it as a destination and go to any number of facilities or activities in that area.

Mr. Dale Holland of Holland Consulting Planners, Inc. summarized the land use objectives.

- Emphasis on joint use projects driven by the University's growth
- Creation of commercial development along the major corridors of Tenth and Evans Streets
- Improvement of the open space in the Town Common to leverage adjacent residential and commercial development
- Development of the Dickinson Avenue corridor as an arts and entertainment district with the existing structures
- Increase of the density and scope of land use to create night and weekend activity
- Removal of incompatible uses

Mr. Holland stated that emphasis was placed on joint use of projects driven by the University's growth because the University is coming to the west. There is a need to try to coordinate what is happening with the City and the University. They have looked at expansion of the boundaries of the downtown to connect the residential areas east and west of the Center City to try to mesh those two together. West Greenville is a key issue, as it has to be integrated into what is happening with the Central Business District. Evans Street would potentially be the major entryway into the Central Business District. The Town Common is a key land use issue with the development of what is going to happen in downtown Greenville. The development of the Dickinson Avenue Corridor as an arts and entertainment district with the existing structures is an

integral item in this plan. These are all crucial issues in the overall Redevelopment Plan. There is a need to increase the density and scope of land use to create night and weekend activity in a proper way. When the University moves west, it will help uplift the quality of what they see happening in those areas, especially along the Dickinson Avenue area. It is necessary to remove some of the old dilapidated buildings, but not the historic structures. They need to work towards getting rid of buildings that are incompatible with what is happening around them. Mr. Holland summarized the zoning recommendations.

- Change OR uses at the northern end of the Center City of Greenville
- Change the zoning along the Tenth Street Corridor from CDF to CD.
- Removal of the IU uses in the area around the UNX Chemical facility.
- Create an overlay district in the Center City, which does not allow bars, which do not serve food.

Mr. Holland stated those are the recommendations of the Redevelopment Commission and the consultant is certainly supportive of those recommendations.

Mr. Betsch stated that zoning most of the downtown area CD is probably the biggest change when looking at all of these pieces. This is a conceptual plan for the Center City. Again, they are looking for streetscape improvements along the Tenth Street corridor. A lot of development has already happened in the center part of this. Streetscape improvements have already been made in a portion of it. There is also the courthouse activity and improvements made in that area. There is a lot going on already in that corridor and a potential to do a lot more. With the improvements of the Town Common, there is a potential along the south of First Street to develop some private housing or even commercial development on the lower levels, which takes advantage of those views and adds amenity. The other key part is that the University has a lot of land downtown, and the City Council works with them on potential uses and development and putting some of their growth into that area. One of the proposed uses has been housing; however, that is not set in stone. The University will probably grow into this area, which is hopping over to Cotanche Street or Charles Street getting to that location. When entering this main corridor, there is University development on one side and public/private University related or University driven projects on the other side. Another piece of the plan is the Dickinson Avenue Corridor. They are trying to take advantage of the historic buildings and to create infill in that area so that the scale of that feels like a mini entertainment district. The streets and sidewalks are narrow. It has the right scale and character for what is seen in major cities such as Charleston, New Orleans, and places where there is that sort of elbow reminiscence. It is a perfect place to do a lot of those kinds of things. Along the Tenth Street Corridor and several blocks to the north is commercial development leveraged along that area which takes advantage of the traffic there. Also, there is the UNX Chemical facility. They want to get that use out of there, but keep those historic facilities and buildings that really have merit. They are assets, which they continue to take advantage of. This is generally the conceptual plan.

Mr. Betsch summarized the implementation plan for the important projects, which included development of design guidelines, streetscape improvements, hotel/alumni center/office building, Dickinson Avenue Arts Entertainment District, and downtown housing. There are so many important projects that will be coming up that would be development of design guidelines for the downtown. Streetscape improvements set the tone for the infrastructure and also set the

stage for major projects to happen. After that they want to see the City do at least one major project each year. The first project that can be cued up is the Hotel/Alumni Center building on a single block, which can be leveraged by a lot of the current needs. The Dickinson Avenue Arts Entertainment District is another potential project because of a lot of the existing buildings and some of the activity that is already starting. The third one is downtown housing.

Mr. Betsch described the following conceptual drawings for the Center City proposed projects.

- Commercial Node at Tenth and Chestnut Streets
- Existing Building Renovation – Dickinson Avenue
- Redevelopment of Dickinson Avenue
- New Gateway Entrance to Downtown on Evans Street
- Proposed Tenth Street Entrance to East Carolina University
- Proposed Development of Town Common
- Proposed Performing Arts Center
- Hotel/Office Mixed Use Complex

Mr. Betsch stated that they have put together an implementation plan that outlines available funds and other sources of funds the City needs to pursue as part of the implementation of the Center City plan. They have made a list of projects that are part of the downtown giving them a priority schedule for implementation. The next step for the City Council is to begin divvying up these projects, making sure that everybody agrees with the priority listing and moving on with this plan. Most all of these projects that they have been involved with have taken between 20 and 30 years to accomplish and the best time to get started is today.

Upon being asked the consultant's projected timeframe of these projects, Mr. Betsch responded that it will take approximately 20 to 25 years to complete all of the projects.

Mr. Flood reiterated that no action is requested tonight. This was an information item. They anticipate this plan being brought back for a public hearing at the September 8 meeting and the City Council's consideration at that time. They will be working through the West Greenville Focus Group issues and bringing that revised plan back to the City Council for adoption at a later time.

UPDATE ON GREENWAYS

Mr. Tom Tysinger, Director of Public Works, informed the Council that with the recent Congressional earmark of \$3.1 million (\$1.48 million for the South Tar River Greenway and \$1.6 million for continuation of the construction of the Green Mill Run Greenway), the City could proceed on those projects. On the South Tar River Greenway, the City has signed a municipal agreement with the North Carolina Department of Transportation and is in the process of developing a request for proposals for a designer. As far as the Green Mill Run Greenway, much of the design is already in place. He will be contacting the Department of Transportation about the disbursement of funds in the near future. Construction should be complete by the end of the 2006 calendar year. There will be significant public involvement on the project. There are a handful of parcels that staff will have to negotiate for property. It will cost about \$12 million to complete the Greenways Master Plan. Typically, the City receives \$200,000 annually

from the Department of Transportation for greenways, so receiving these earmarked funds will put the City 10 years ahead of schedule.

COMMENTS FROM MAYOR AND CITY COUNCIL MEMBERS

Council Member Dunn stated that the students are back in town.

Council Member Dunn thanked the staff for the pancake breakfast to benefit United Way that was held at Public Works.

Council Member Dunn thanked the Redevelopment Commission for the work it has done.

Council Member Council reminded the youth to send in their money and registration for the NCLM Youth Summit.

Mayor Pro-Tem Miller thanked the Redevelopment Commission and the consultants for a fine report.

Mayor Pro-Tem Miller stated that Council Member Glover is still recuperating from major surgery.

Mayor Parrott stated that he wishes Council Member Council the best as she deals with the house fire she had this past weekend.

CITY MANAGER'S REPORT

City Manager Bowers reminded the Council that there would be no September 5 meeting since it will be Labor Day. The first meeting in September will be on the 8th.

City Manager Bowers stated that the joint Greenville Utilities Commission/City Compensation Committee met and reviewed health insurance renewal. It voted to make a recommendation and suggested a joint meeting to be held September 20, 2005 at 6:00 p.m. Motion was made by Council Member Craft and seconded by Council Member Little to have a joint meeting with Greenville Utilities Commission on Tuesday, September 20, 2005, at 6:00 in the Greenville Utilities Commission Board Room. Motion carried unanimously.

City Manager Bowers stated that the City is a Pacesetter organization for the United Way campaign. There will be a chili contest as a fundraiser on Wednesday, August 24, from 11:30 until 1:30 at the Greenville Fire/Rescue Department.

City Manager Bowers asked Police Chief Joe Simonowich to report on the preparations being made for downtown security.

Chief Simonowich stated that on August 24, the Police Department will be placing extra resources downtown on Thursday, Friday and Saturday nights. There will be more than 20 officers until September 10 or longer to try to get a handle on the situation. There will be videotaping of situations. There will be strict enforcement of City Code regulations and State

Statutes. The crowds are growing, and the City needs to put more resources there. Citations will be issued for such offenses as possession of weapons, disorderly conduct, failure to disburse, public affray, communicating threats, assault, motor vehicle violations, etc. The Alcohol Law Enforcement (ALE) will be in Greenville with ten to twelve officers and Pitt County will have two.

ADJOURN

Motion was made by Council Member Council and seconded by Council Member Dunn to adjourn the meeting at 7:35 p.m. Motion carried unanimously.

Respectfully submitted,

Wanda T. Elks, CMC
City Clerk